

Ramona

Overview

Commercial uses within the community are focused in a linear strip along Main Street, which is also a regional highway. The Planning Group and staff concur that while the existing commercial strip should be retained it should be limited to the boundaries of Etcheverry and Third Streets. Any expansion of commercial uses should occur along roads that run parallel to Main Street, widening, rather than lengthening, the existing commercial strip. Ramona also has large areas currently designated as Service Commercial or Office Professional that have developed into a mix of residential and light industrial uses. An ongoing, comprehensive planning effort for the Ramona town center will determine the final land use mix for these areas.

Some lands currently planned for industrial use are constrained by environmental conditions such as floodplain and sensitive habitat. Staff and the Planning Group recommend removing commercial and industrial designations on lands located in the Santa Maria Creek floodway. Staff and the Planning Group do not agree on expanding industrial uses to the north of the existing industrial district (not to extend north of Poplar Street). Due to lack of undeveloped, unconstrained, and serviceable land is limited, no additional industrial land is being proposed outside the village. The end result is a potential shortage of industrial land, depending on the economic development goals of the community.

Key Issues

- Many vacant parcels of commercial land on Main Street are constrained by vernal pools, although there is a sufficient surplus of developable commercial land to meet projected need
- Industrial properties near town center are constrained by Santa Maria Creek floodplain
- Industrial properties near Ramona airport are constrained by sensitive habitat
- The ongoing Town Center planning workshops will determine the final mix and intensities of commercial land uses for Ramona
- Proposal to extend Limited Impact Industrial has generated considerable controversy (see Matrix items 2 and 3) – with the majority of area residents opposing industrial uses

Planning Group Direction

- The commercial area shall be limited to the area between Etcheverry and Third Streets. Any new commercial lands should widen rather than extend the commercial strip
- Widen the commercial area for one block bounded by 16th, Day, La Brea, and Main Streets
- Industrial area to exclude the Santa Maria Creek and should not be expanded to the north
- Explore alternative industrial sites that are not constrained, have adequate traffic infrastructure, and that offer minimal impact to surrounding residential neighborhoods

**Additional Staff Analysis/
Recommendations**

- Staff supports Planning Group direction on commercial land uses but recommends expansion of industrial uses along Highway 78 north to Poplar Street. Staff recommends the continuation of the Town Center workshops to determine the final non-residential land use mix for the town center area.
- The addition of new industrial lands (north to Poplar Street) is intended to replace lands in the floodplain. Although the resulting total is consistent with the ERA needs analysis, there is little flexibility if market forces require more space than is projected.

**Planning Commission
Recommendations**

The Planning Commission concurred with the Planning Group on recommendation #2 and concurred with staff on the remaining recommendations, directing staff to reconcile the industrial issue on recommendation #5.

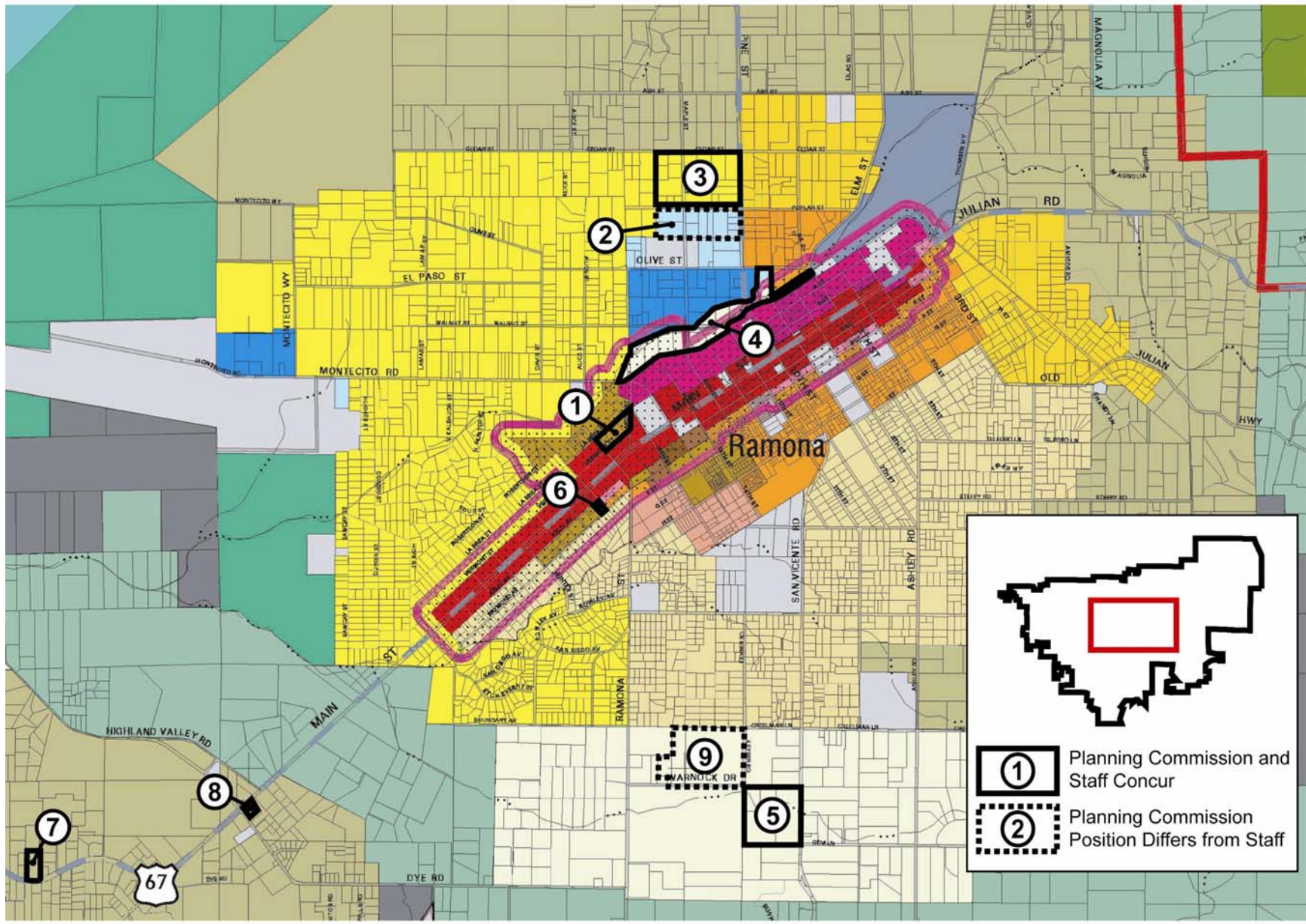
ERA Needs Analysis
(all numbers in gross acres)

	<i>Projected Demand</i>	<i>Existing General Plan</i>	<i>Surplus/ (Deficit)</i>	<i>Proposed General Plan</i>	<i>Surplus/ (Deficit)</i>
Commercial	103	287	184	399	296
Industrial	72	364	292	185	113
Office	30	97	67	18	(12)

Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego

Ramona (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
1	<u>Staff</u> (C-1) General Commercial <u>Planning Commission</u> Concur with staff	(C-1) General Commercial	No formal recommendation submitted – although request was made at CPG meeting	<i>Total Area:</i> 6.4 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (8) Village Residential	<ul style="list-style-type: none"> Located within village center Discourages strip commercial development by proposing a designation that would widen rather than lengthen existing commercial district Area surrounded on three sides by commercial development
2	<u>Staff</u> (I-1) Limited Impact Industrial <u>Planning Commission</u> (SR-1) Semi-Rural Residential	(SR-1) Semi-Rural Residential	(I-1) Limited Impact Industrial (Williams)	<i>Total Area:</i> 27.36 acres <i>Current Use:</i> Estate Residential; Agricultural <i>Existing GP:</i> (1) Residential	<ul style="list-style-type: none"> An area is needed to replace industrial lands removed due to environmental constraints Adjacent to existing industrial district and low-density residential area. Further expansion of industrial use to the north would create conflicts with residential land uses. Within service areas for water and sewer <p><i>Note: This proposal has generated both support and opposition from many area residents</i></p>

#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
3	<p><u>Staff</u> (SR-1) Semi-Rural Residential</p> <p><u>Planning Commission</u> No Planning Commission Direction</p>	(SR-1) Semi-Rural Residential	<p>(I-1) Limited Impact Industrial (Myers) (Long) (Encinas) (Liu)</p> <p>(SR-1) Semi-Rural Residential (Arsham) (Hughes) (Scott)</p>	<p><i>Total Area:</i> Approx. 73.84 acres</p> <p><i>Current Use:</i> Agricultural; Estate Residential; Undeveloped</p> <p><i>Existing GP:</i> (19) Intensive Agriculture</p>	<ul style="list-style-type: none"> • Area has current residential uses • Potential for conflicts with neighboring residential • Opposition from area residents • Requests received past Planning Commission report deadline
4	<p><u>Staff</u> (SR-4) Semi-Rural Residential</p> <p><u>Planning Commission</u> Concur with staff</p>	(SR-4) Semi-Rural Residential	No recommendation submitted	<p><i>Total Area:</i> 52.93 acres</p> <p><i>Current Use:</i> Industrial; Undeveloped</p> <p><i>Existing GP:</i> (15) Limited Impact Industrial (16) General Industrial</p>	<ul style="list-style-type: none"> • Areas is within the Santa Maria Creek floodway and inappropriate for industrial uses

#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
5	<u>Staff</u> (SR-4) Semi-Rural Residential <i>(allow GPA process to determine future use)</i> <u>Planning Commission</u> Concur with staff	No formal recommendation	(C-1) General Commercial (I-1) Limited Impact Industrial (Monetta)	<i>Total Area:</i> 37.98 acres <i>Current Use:</i> Agricultural <i>Existing GP:</i> (19) Intensive Agricultural	<ul style="list-style-type: none"> Owner has asked that GP2020 to not consider this request since he has a GPA project submitted to DPLU for General Commercial and Limited Impact Industrial. The GPA will continue to be reviewed separately.
6	<u>Staff</u> (C-2) Office Professional <u>Planning Commission</u> Concur with staff	Group has supported variance to allow for requested use but not a General Plan change	(VR-7.3) Village Residential (Quisenberry)	<i>Total Area:</i> Less than 0.5 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (11) Office Professional	<ul style="list-style-type: none"> Request is to allow for a single-family home Surrounded by Office-Professional designation; change would require a larger area to be re-designated Proposed use could be permitted without the requested change. It requires a change to the building type designator
7	<u>Staff</u> (SR-2) Semi-Rural Residential <u>Planning Commission</u> Concur with staff	Address through zoning	Commercial (Vengler)	<i>Total Area:</i> 4.78 acres <i>Current Use:</i> Commercial <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> Located outside Village area Inconsistent with Community Plan Policy Current use is non-conforming Can be addressed through Zoning Ordinance revisions

#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
8	<u>Staff</u> (SR 2) Semi-Rural Residential <u>Planning Commission</u> Concur with staff	(SR 2) Semi-Rural Residential	Commercial or Industrial (Lemus)	<i>Total Area:</i> 1.1 acres <i>Current Use:</i> Residential <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> • Located outside Village area • Located at high-traffic intersection (Highway 67 and Dye Rd). Access to a commercial use would cause significant traffic impacts. • No demonstrated need for use requested
9	<u>Staff</u> (SR 1) Semi-Rural Residential <u>Planning Commission</u> No Planning Commission Direction	Not received in time for Planning Group consideration	Industrial (Vander Woude)	<i>Total Area:</i> 51.78 acres <i>Current Use:</i> Agriculture <i>Existing GP:</i> (20) General Agriculture	<ul style="list-style-type: none"> • Located outside Village area • Potential to encourage 'leapfrog' development • Area not currently served with sufficient infrastructure • Request received past Planning Commission report deadline